



**USDA Weekly Retail Shell Egg and Egg Products Feature Activity**  
**Advertised Prices for Shell Eggs & Egg Products to Consumers at Major Retail Supermarket Outlets during the period of 10/24 thru 10/30.**  
 (prices in dollars per carton)

Fri. Oct 24, 2014

**SHELL EGG NATIONAL SUMMARY**

		THIS WEEK				PREVIOUS WEEK				PREVIOUS YEAR			
Feature Rate		46.2% of 22,900 stores				41.4% of 22,900 stores				35.5% of 23,200 stores			
		X LARGE		LARGE		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA												
	White 12 pack	110	2.99	260	1.47			760	1.80			1,310	1.57
	White 18 pack			1,440	2.46	40	2.99	1,850	2.73	70	2.18	260	2.44
	Brown 12 pack												
	USDA GRADE A												
	White 12 pack			680	1.56	60	2.57	2,330	1.55	70	1.28	500	1.42
SPECIALTY	White 18 pack			1,970	2.53	20	1.50	2,110	2.06			530	2.46
	Brown 12 pack							60	2.50				
	USDA ORGANIC												
	White 12 pack												
	Brown 12 pack	80	3.99	330	3.96	90	3.99	100	3.94			420	4.56
	OMEGA-3												
	White 12 pack	910	2.70	740	3.00	310	2.13	1,260	2.43	170	2.58	1,340	2.63
	Brown 12 pack	150	3.74					30	3.50			280	3.30
	CAGE-FREE												
	White 12 pack			460	2.70			180	3.59	250	2.59	40	2.46
SPECIALTY	Brown 12 pack	110	3.39	1,850	3.06	10	2.48	50	3.28	40	3.99	610	2.99
	VEGETARIAN FED												
	White 12 pack			140	1.94					30	2.99	120	2.69
	Brown 12 pack	80	2.50	470	3.27			260	3.35	40	2.69	490	2.82

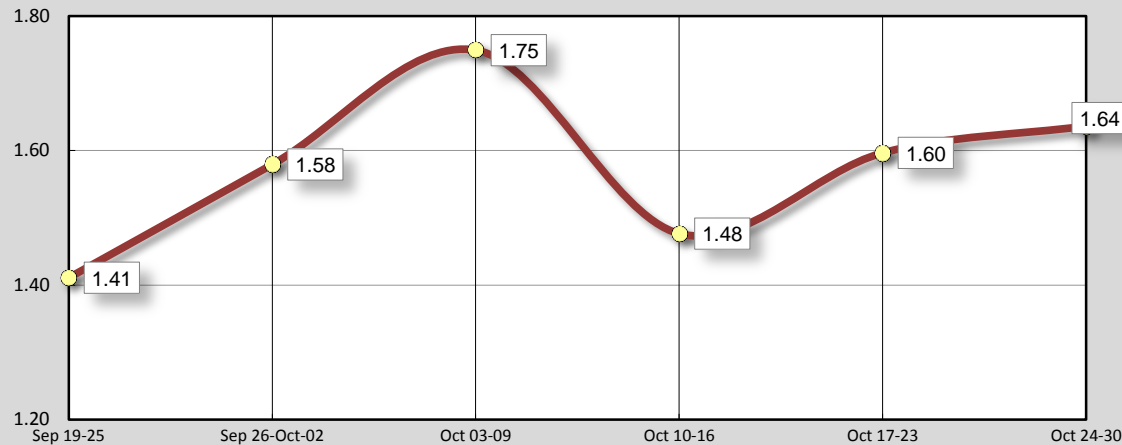
Activity Summary	THIS WEEK	LAST WEEK	YEAR AGO	INVENTORY 5/
Regular	4,460	7,230	2,740	Large Eggs on
Specialty	5,320	2,290	3,830	Sep-02-2014
Total (includes MD)	9,880	9,790	7,050	534.9
Special Rate 4/:	10.8%	11.2%	2.3%	up 8.9%

5/ 1,000's of 30-doz cases

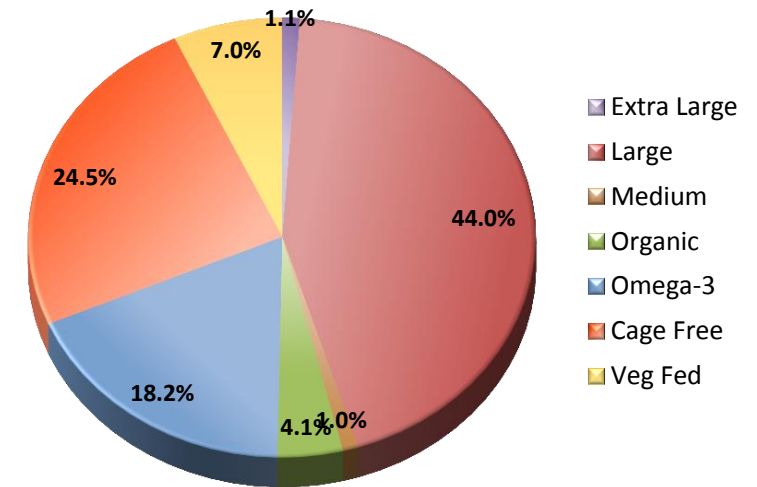
**SHELL EGG and EGG PRODUCTS FEATURING**

Promotional activity for regular shell eggs decline, however specialty shell egg features are higher in number this week. The weighted average price of Large White eggs, Grade A or better, to consumers is continues upward. The occurrence of "no price" specials is slightly lower even as grocers continue conducting combination promotions such as "free eggs with the additional purchase of another item". Ads for Extra Large and Medium eggs are very limited. Overall specialty shell egg promotions are higher due to heavy featuring of cage-free and an increase in visibility of USDA Organic and vegetarian fed egg ads. Advertisements for Omega-3 eggs drop sharply from view. Promotions for liquid egg products continue declining. Notably, the national Large inventory is higher than it has been in previous weeks. Promotions for egg nog are appearing in circulars targeting Halloween but signaling a start to the holiday season.

**Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen**



**This Week's Shell Egg Featuring by Category**



All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/:** FEATURE RATE: the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/:** ACTIVITY INDEX: a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/:** STORES/AVG: the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/:** SPECIAL RATE: the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

Data from the previous year is unavailable due to the Federal Government Furlough in 2013.

		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)															
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		53.6% of 4,700 sampled outlets Activity Index = 3,470 (includes Medium)						44.6% of 5,900 sampled outlets Activity Index = 2,340 (includes Medium)						36.1% of 4,200 sampled outlets Activity Index = 1,190 (includes Medium)															
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE												
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/										
USDA GRADE AA	White 12 pack				2.49		80	2.49				2.49		40	2.49				2.49		10	2.49							
	Brown 12 pack																												
	MEDIUM	White 12 pack						White 12 pack						White 12 pack			1.29		10	1.29									
USDA GRADE A	White 12 pack				1.50 - 1.99		290	1.96				0.99 - 1.99		280	1.21				0.99 - 1.50		110	1.40							
	White 18 pack				2.29 - 2.50		200	2.32				2.49 - 2.59		1,580	2.56				1.89		10	1.89							
	Brown 12 pack																												
	MEDIUM	White 12 pack						White 12 pack			0.99 - 1.50		80	1.11	White 12 pack														
		White 30 pack						White 30 pack						White 30 pack															
S P E C I A L T Y	USDA ORGANIC																												
	White 12 pack																												
	Brown 12 pack	3.99			80	3.99	3.99		290	3.99				3.49			20	3.49											
	OMEGA-3		1.99 - 3.49			870		2.73	2.50 - 2.99		450	2.82	1.99			20	1.99	1.99		10	1.99	2.50 - 3.99			180	3.93			
	White 12 pack	2.99 - 3.99				150	3.74																						
	CAGE-FREE					1.99 - 3.00			300		2.79				2.99			300		2.99				2.99			10	2.99	
	White 12 pack	2.97 - 2.99							280	2.99	2.88 - 3.99							660	3.28										
	Brown 12 pack																												
VEGETARIAN FED		2.50			80		2.50	2.50 - 3.99		260	2.91	2.00			30		2.00				3.99			180	3.99				
White 12 pack																													
Brown 12 pack																													
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,HI, NV)						NORTHWEST U.S. (AK,ID,MT,OR,WA,WY)															
Feature Rate <sup>1/</sup> Activity Index <sup>2/</sup>		38.7% of 4,200 sampled outlets Activity Index = 940 (includes Medium)						51.6% of 2,800 sampled outlets Activity Index = 1,000 (includes Medium)						73.5% of 1,200 sampled outlets Activity Index = 940 (includes Medium)															
USDA GRADE AA	White 12 pack				1.59 - 2.49		360		2.45		2.99		110	2.99	1.50 - 2.00		110	1.80				1.00 - 1.50		150	1.23				
	White 18 pack										2.00 - 2.50		610	2.46	1.49 - 2.49		340	2.45											
	Brown 12 pack																												
	MEDIUM	White 12 pack						White 12 pack						White 12 pack															
USDA GRADE A	White 12 pack				2.49 - 2.50		170		2.50					2.50		10	2.50												
	White 18 pack																												
	Brown 12 pack																												
	MEDIUM	White 12 pack						White 12 pack			1.50 - 2.25		10	1.88	White 12 pack														
		White 30 pack						White 30 pack						White 30 pack															
S P E C I A L T Y	USDA ORGANIC					3.99			20		3.99																		
	White 12 pack																												
	Brown 12 pack	1.99			10	1.99	1.99 - 2.29		90	2.24	2.99		10	2.99	1.80 - 2.50		10	2.07											
	White 12 pack																												
	Brown 12 pack																												
	CAGE-FREE					1.99 - 2.99			290		2.97				2.99			130		2.99	3.39			110	3.39	2.50		150	2.50
	White 12 pack																												
	Brown 12 pack																		2.50 - 2.99		190	2.65							
VEGETARIAN FED																													
White 12 pack																													
Brown 12 pack																													



# USDA Weekly Retail Shell Egg and Egg Products Feature Activity

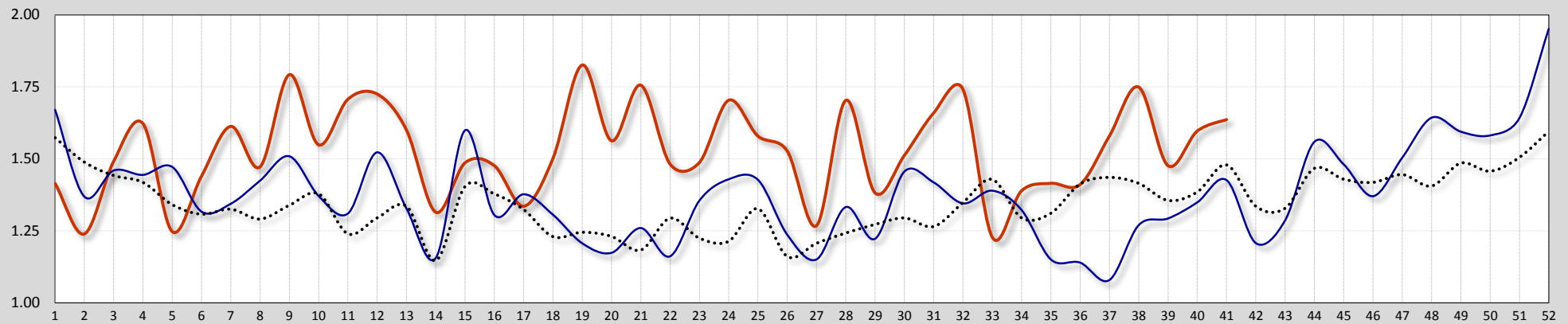
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(prices in dollars per carton)

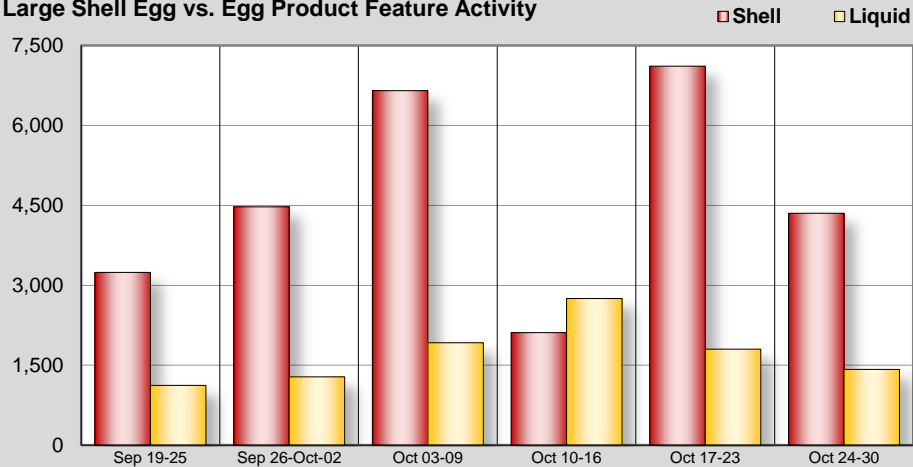
Fri. Oct 24, 2014

EGG PRODUCTS	THIS WEEK	LAST WEEK	LAST YEAR	NORTHEAST	SOUTHEAST	MIDWEST	SOUTH CENTRAL	SOUTHWEST	NORTHWEST
1/ Feature Rate	5.3%	8.9%	8.3%	11.3% of 4,700 sampled	4.8% of 5,900 sampled	5.3% of 4,200 sampled	4.3% of 4,200 sampled	0.0% of 2,800 sampled	0.5% of 1,200 sampled
2/ Activity Index	1,420	1,800	1,750	Activity Index = 720	Activity Index = 290	Activity Index = 220	Activity Index = 180	Activity Index = 0	Activity Index = 10
	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>	Price Range Stores Avg <sup>3/</sup>
14-16 oz. crtn	920 2.65	1,270 2.60	450 2.56	2.00 - 3.00 420 2.60	2.00 - 3.29 290 2.18	2.99 20 2.99	3.29 - 3.49 180 3.41		3.49 10 3.49
32 oz. crtn	420 4.00	530 4.57	1,250 3.75	2.29 - 4.99 220 4.00		3.99 200 3.99			
3 - 4 oz. cup	80 2.50		50 2.31	2.50 80 2.50					
2 - 8 oz. cup									

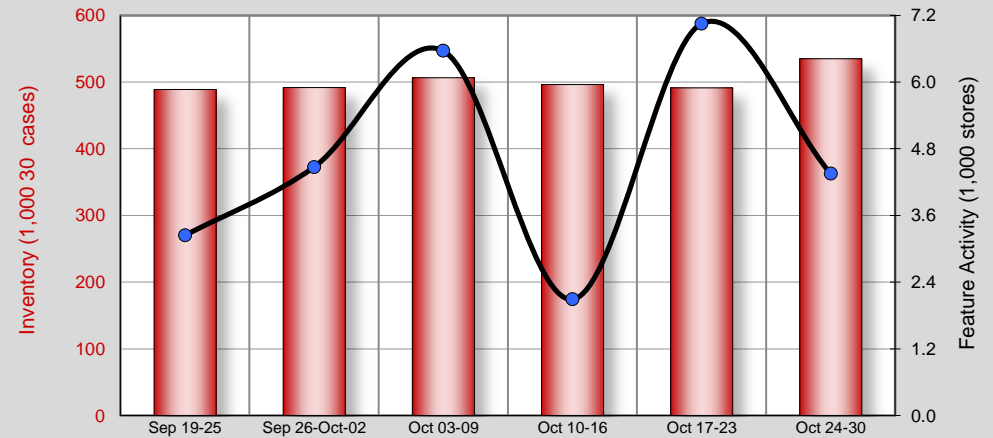
Large White Eggs - Grade A or better, avg. feature price converted to \$/dozen (cents per dozen)



Large Shell Egg vs. Egg Product Feature Activity



Retail Feature Activity vs. Large Egg Inventory (Large White Shell Eggs)



Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Livestock, Poultry & Seed Market News - (515) 284-4460 <http://www.ams.usda.gov/LPSMarketNewsPage>

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